A radio interview between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, broadcast Friday, August 10, 1934, at 3:45 P.M., by a network of associated NBC stations.

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ANNOUNCER:

This is the hour for listening to inside information which Dr. Fred C. Howe brings to us each week, fresh from the vantage point of his office as Consumers' Counsel of the Agricultural Adjustment Administration. He answers the pertinent questions which Mrs. Josephine Junkin Doggett asks him in behalf of the two million members of the General Federation of Women's Clubs of which she is Director of Research and Club Service. Their subject for discussion today is simple: "What is Ice Cream?" How any child could answer that one -- couldn't he, Dr. Howe?

DR. HOWE:

You'd be surprised .... Let's see if even Mrs. Doggett knows the answer... Mrs. Doggett, if you went around to the corner and bought a quart of ice cream, what do you think you'd get?

MRS. DOGGETT:

I must say, I don't think that's a very hard question either.... What flavor, Dr. Howe?

DR. HOWE:

Well, let's take vanilla.....

MRS. DOGGETT:

Then there'd be cream, -- and sugar, -- and vanilla -------

DR. HOWE:

Is that all?

MRS. DOGGETT:

Well, there might be eggs in a custard type -------

[illegible]

[illegible]

[illegible]

DR. HOWE:

Eggs are not smiled upon by the experts for a plain ice cream...

MRS. DOGGETT:

Well, let me see, what else.....

DR. HOWE:

You have left out one ingredient that represents sometimes as much as sixty per cent of the total volume of the ice cream you buy.....

MRS. DOGGETT:

No! ---Well, I'll bite: What is this mysterious ingredient?

DR. HOWE:

Air.

MRS. DOGGETT:

Air?

DR. HOWE:

Yes, air. Nothing more nor less than the air we breathe. Some ice cream manufacturers are constantly working on formulas which will beat up sufficiently to make more frozen ice cream out of less of the original liquid -- less of what they call the 'mix".

MRS. DOGGETT:

Then we may pay for air when we think we're paying for ice cream?

DR. HOWE:

Yes, either more or less according to the kind you buy. Of course there are ice creams that have a good deal less air. And the Government experts are willing to approve ice creams with an air content as high as 45%. But when it gets over 50%, they say, it should be called 'iced air' instead of ice cream.

DR. HOWE:

Laws are now called upon by the experts for a plain ice cream...

MRS. DOODERT:

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DR. HOWE:

You have left out one ingredient that represents something as much as sixty per cent of the total volume of the ice cream you buy.....

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MRS. DOGGETT:

I begin to see light. Then one way to get control of my personal ice cream situation is to weigh it in my own kitchen, isn't it? -- Try one kind and then another, and compare the weights of the different pint packages -- and their prices?

DR. HOWE:

It's a pleasure to talk to you, Mrs. Doggett. You're what I call a real, live-wire, alert consumer... Yes, that is exactly the trick for a consumer who does not want to go blindfolded when she's providing food for her family.

MRS. DOGGETT:

How much should the ice cream weigh, Dr. Howe?

DR. HOWE:

According to ice cream authorities it should weigh four and three-quarters pounds per gallon. Bring that down to a quart, or a pint. I figure it at almost nine and a half ounces to the pint.

MRS. DOGGETT:

Let me repeat that so that all good ice cream consumers who are listening can write it down. If your ice cream doesn't weigh just about nine and a half ounces to the pint then it isn't what it should be... But Dr. Howe, about butter fat. Do I really want a very high butter fat content in my ice cream? I know that for very young children you buy a milk specially prepared to reduce the butter fat. I often think how queer it is that my dairy here in Washington actually charges me two cents more for a quart of 'nursery' milk merely because it has less cream in it than the regular common kind which is forced by law to have a certain percentage of butter fat.

DR. HOWE:

Yes, that's one of the grim little jokes in the dairy business.. And you're quite right about butter fat content in ice cream. The butter fat content is the most expensive item in ice cream but not necessarily the most desirable from the point of view of children's health. The most important ingredient for children is the other milk solids, -- what they call the

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milk-solids-not-fat content. In other words, the solid constitutents of the skim milk. It has all the minerals -- calcium, phosphates, and so on, for building bones and teeth in growing children. There's dried skim milk, that new product ----

MRS. DOGGETT:

Yes, I remember you told us how it could be used to such good advantage in bread for the school lunch loaf-----

DR. HOWE:

That's it: -- The very same new friend of children, dried skim milk. It's now being used by bakers, confectioners, ice cream makers -- and very well, too. The more they use of it, the better for the farmer and the better for the consumer.

MRS. DOGGETT:

But of course when they whip the air into the ice cream they cut down the proportion of this -- what you call -- milk-solids-not-fat content, too, don't they?

DR. HOWE:

Exactly.

MRS. DOGGETT:

Well, here I am.....as usual. As a good consumer the only thing I can do next is to ask 'So what?' Where do we go from here? What is the ice cream consumer's next move? What can we do about it?

DR. HOWE:

It depends on whether you want to do something in a big way for the general consuming public, or whether you are aiming only to protect your own family's interest. You've discovered for yourself already that you can solve your own personal problem by weighing your ice cream and comparing weights and prices till you find out which ice cream gives you the best value.

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MRS. DOGGETT:

But Dr. Howe, I'm not going to leave it on record that I'm only interested in my own personal ice cream problem. ~~Naturally I want to look out for my family, of course, because that's my job.~~ But tell me: when have you ever found me a slacker when you were looking for volunteers to take a stand for the rest of the consuming public as well?

DR. HOWE:

Never.

MRS. DOGGETT:

Well, then: What can good consumers do to get honest ice cream on the market for everybody?

DR. HOWE:

Here's one thing they can do: There is the code of fair competition for the ice cream and frozen desserts industry coming up soon for hearing. As it stands now, it would allow an ice cream with almost seventy per cent air. Of course it isn't likely that reputable manufacturers would make an ice cream like that, but still, a good deal more air than is right could get to the market in the disguise of ice cream under the code as now drawn. That would mean much less milk solids per quart of the airy ice cream than a mother has a right to expect for her children when she pays for ice cream.

MRS. DOGGETT:

But can a mere consumer do anything about a code?

DR. HOWE:

You can write or telegraph to the Consumers' Counsel, Agricultural Adjustment Administration, which is representing consumers in the hearings on this code.

MRS. DOGGETT: (slowly)

Well, I ought to remember that easily --- That's your office -- Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C. Now, in my telegram I suppose I should say -- 'We want a minimum weight standard in ice cream of four --- four, what was the standard you said the authorities had set?

DR. HOWE: Don't understand. You mean many --

We recommend four and three-quarters pounds per gallon.... Yes, Mrs. Doggett, and I'd suggest that you and each person who is listening, try to get other people to do the same thing. Get signatures in women's clubs. Circulate petitions through groups of friends, schools, school teachers, churches, all organizations interested in public welfare. You could say in your telegram -- 'Four hundred and seventy-eight women of Columbus City, Iowa, want ice cream code carrying provision for minimum weight of four point seventy-five pounds per gallon.' Any way you can think up to add pressure of numbers will show the manufacturers what their customers want. And what their customers want they'll get, you can be sure of that. It would be a scandal!

MRS. DOGGETT:

I'll start right in on that, Dr. Howe.... And now, is that the only thing we should know about ice cream? What about purity and sanitation and all?

DR. HOWE:

I was just coming to that. As far as the code goes, it's better to concentrate your fire on that one point of weight. Because most of the other points of ice cream value are covered in local laws. That is something for each woman, or club of consuming women, to investigate in your own community, to make sure your children are safe when they're eating ice cream. In a great many states and cities there is a standard public health provision calling for the pasteurization of the whole 'mix' -- that is, for putting the ice cream ingredients together and then bringing the whole thing up to a temperature of 145° and holding there for thirty minutes. That kills practically all bacteria.

MRS. DOGGETT:

Isn't that a hard law to enforce? The health department doesn't have an inspector on the job everywhere ice cream is made, does it?

DR. HOWE:

Here in the District of Columbia they have a grand weapon for enforcement: Publicity.

MRS. DOGGETT:

I don't understand. You mean they --

DR. HOWE:

This is how it works. Every month at some time or other, not on regular days, inspectors take a random sample of the ice cream being sold at each place where it's made in the District of Columbia, and analyze it. The results are published in a bulletin: just what percentage of butter fat, just how many bacteria per cubic centimeter. And if the analysis should show that the most objectionable disease-breeding germs -- colon bacteria -- are present, that fact is published also.

MRS. DOGGETT:

Surely they never find those germs in these days! Why, that ice cream would be a scandal!

DR. HOWE:

You're right. But cases are found in our swankiest eating spots sometimes.

MRS. DOGGETT:

I can hardly believe it.

DR. HOWE:

Well, it's a sad fact, but in some cities it's not nearly so rare as it is here in Washington. Here, mighty few firms are willing to take any chances on having that brand of shame down in black and white after their names for everyone to see. It's safe to say that if a consumer sees a firm listed this way once -- or at the most, twice --- that firm's name will be engraved on her brain. And her boycott on that firm will last as long as she buys ice cream in this city. That's something no company can afford to have happen. It's the one really effective control the consumer has of the product she buys.

MRS. DOGGETT:

How can Washington consumers get this bulletin each month?

DR. HOWE:

By writing to the District Health Department, Washington, and asking for the monthly Milk and Ice Cream Report. For people listening in other places and under different health regulations the idea is to find out just what your regulations are, and how they are enforced. A women's group in any town can bring sufficient pressure to get action on any standard health provision. The trouble with most consumers is that they don't realize their own strength. Individually they are not so strong, -- though their grocer and their druggist do pay more attention to the complaints of individuals than the individuals have any idea of ---- but as a group, determined on a definite program

MRS. DOGGETT:

'In union there is strength.'

DR. HOWE:

Right on the head as usual.

MRS. DOGGETT:

There's another weapon women have nowadays that you haven't mentioned, Dr. Howe. If we don't find any commercial ice creams that come up to snuff, we don't have to buy them. We can make our own ice cream. Even if we don't all have mechanical refrigerators where we can pop in a tray of pure cream and fruit and such combinations, any time we feel an ice cream mood coming on, the modern hand freezers don't mean a lot of toil ------

DR. HOWE:

Oh, how well I remember those back-breaking hours when I was a boy ---- it seemed like a month instead of maybe an hour and a half of grinding away. But when Mother took out that dasher and I began to lick off the rich custardy frozen stuff my troubles melted away with the ice cream ---

MRS. DOGGETT:

There you go again, Dr. Howe, making me hungry.

DR. HOWE:

I did it on purpose this time, Mrs. Doggett. It just happens that I've been spending the last hour in an ice cream factory ----

MRS. DOGGETT:

Don't tell me-----

DR. HOWE:

I don't need to tell you. Here it is. Have you got some dishes and spoons around, Mr. Kimball? If you have, get three of them out and start in on this fresh mango ice cream.

ANNOUNCER: (with appropriate noises, rattle of spoon on saucer, etc.)

I guess I can rise to an occasion like this, all right.

DR. HOWE:

Fine. And will you do the honors, Mrs. Doggett.... You see, I wanted to learn at first hand how this weapon of publicity worked. So I visited a big plant. The big ones of course are sure to make arrangements to prevent ever getting a black eye from the public. The result is that they are becoming models of scientific cleanliness. Do you know, there are only six men working in this plant that makes 3,000 gallons of ice cream a day! The ingredients go their way from being mechanically weighed and put together, through rows of pipes into huge containers where the 'mix' is pasteurized. A recording device shows exactly when the temperature arrives at the right point. It would take pretty smart bacteria to put anything over on those gaining monsters of machinery. But you needn't take any chances on that. You can find out for sure by following the monthly ice cream report of the Department of Health.

MRS. DOGGETT: (with appropriate sounds)

Here's your ice cream, Dr. Howe, And yours, Mr. Kimball.

DR. HOWE:

And now for a practical example of ice cream consumption.

MRS. DOGGETT:

Mmmmm. Isn't it good. I want to thank you, Dr. Howe, not only for the ice cream, but for the tips you've given all of us on learning to be good ice cream consumers.

ANNOUNCER:

And I thank you too, Dr. Howe. And so we leave Dr. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, enjoying the fruits of their ice cream investigation. Next week they'll be back with you at this same hour.

This is the National Broadcasting Company.

MRS. DOGGETT:

Personally, I think it's rather lucky for the women who want to reduce-- they can have all the fun of thinking they're eating ice cream when really they're only getting the food value of air.....

DR. HOWE: (coldly)

Yes, if they can afford to pay for the privilege of fooling themselves..... But it's quite a different sort of joke on a mother who is trying to stretch a small food allowance to provide for her children's food needs and still give them a treat once in a while.....

MRS. DOGGETT:

I quite realize that, Dr. Howe. I'm not so frivolous about this as I sounded. I know women who want to indulge in ice cream without losing their figures can eat water ices and sherbets and such. Whether there is room on the market for a dessert made of frozen fluff and flavor is beside the point. The point is that people have a right to know that's what they're buying.

DR. HOWE:

Spoken like a true consumer!

MRS. DOGGETT:

But isn't there a law, Dr. Howe? I have an impression that ice cream has to contain a certain percentage of butter fat, like milk --------

DR. HOWE:

Right, --- all the states but New Mexico have laws that say ice cream must have minimums ranging from 8 percent up to 14 percent butter fat. But that doesn't meet the problem. Here's what happens: The ice cream is mixed in its proper percentages by weight. So much condensed milk, so much cream, so much sucrose or corn sugar, so much flavoring, and so on..... So far, so good. The beating-up process comes after the mixing. That dilutes the whole quantity with air, so that when you get the finished product the amount of butter fat you get in a quart depends on the density: That is, on the weight per unit ------- per gallon, or per quart, or pint.

THE CONSUMER AND THE DROUGHT

A radio talk by Dr. Frederic C. Howe, Consumers' Counsel, A.A.A., delivered in the Department of Agriculture period, National Farm and Home Hour, Tuesday, August 21, 1934 by a network of 50 associate NBC stations.

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Well, there' no use trying to talk around the point today. We may as well face the facts.

The drought is bound to affect food prices. Some of them have already gone up, a little, and some of them are going to go up some more.

Let's face the problem, but let's face only our problem. Let's not face a lot of mythical imaginary problems.

Today I want to tell you just exactly what our problem is as consumers. And I want to tell you what your counsel in Washington is doing to help consumers avoid unnecessary punishment.

The first thing to do is a don't. Don't believe everything you hear. Wild stories have been told and printed about this drought emergency. A lot of rumors have been passed around. If we trusted to the impression those scare stories leave with us we would think prices had already gone on a sky ride. And they have not done that. In a few minutes I'll tell you how much food prices have actually gone up, and why.

But right now I want to urge my second suggestion on consumers: Follow all the official reports of your food situation. Information is your best weapon. And it's a weapon the Government is providing you.

Remember, you have an official agency in the Government organized for your protection. We will keep you posted as to the actual facts about the movement of food supplies and prices. We will tell you over the radio, in the press, and by the way of the Consumers' Guide, which is a bi-weekly bulletin giving consumers the latest figures and facts and suggestions for consumer problems. You can get the Consumers' Guide-- free-- by writing in to my office -- Consumers' Counsel, Agricultural Adjustment Administration, Washington.

The Guide also will help you provide your families with all the necessary nutritional elements at lowest cost by substituting the plenteous and cheaper foods for ones of which there is a shortage. We are drawing on the scientific studies of the Bureau of Home Economics to provide consumers with timely information on adapting your diet to the changing food situation.

Let me urge again that you follow these official suggestions for keeping your diet and your economy in balance. Avoid reducing your expenditures in the wrong places. Avoid doing yourselves and your children harm by miscalculations of food value. By all means take advantage of the

(over)

available information about comparative costs and nutritional values of the different foods.

An informed consumer is a strong consumer.

You are in a strong position, too, to resist profiteering raids if any occur. Information will help you to know an unwarranted price increase if and when you meet one.

We are going to give you every help in judging the fairness of price changes. We are going to do everything we can to develop intelligent buyer skepticism.

Then, when you have followed the first three suggestions -- that is, if you've refused to believe the scare stories and instead have followed carefully the official facts and adjusted your diet and your budget in accordance with the facts -- you will be ready to go on to -

Suggestion Four: Send in complaints to my office when you have reason to believe a price advance is unfair. If your grocer or your butcher tells you that a boost in price is due to the drought when you feel sure from what you have learned from official reports that there is no excuse for that increase, then write to your Consumers' Counsel, Agricultural Adjustment Administration, Washington, and tell us about it.

We can then make an investigation of this price increase and see whether or not it is justified. If it is, we'll tell you so. If it is not, we can get our big guns trained on the right spot in the enemy's line.

Here in Washington, we are already inviting food merchants to get together with us and tell us their side of any food price problems that develop. We expect the same kind of cooperation we received last year when we worked with the Washington merchants to check the use of the processing tax as an alibi for unjustified rises in prices of cotton goods here in the local department stores.

We demonstrated then that we could keep a curbing hand on prices by informative publicity. We analysed changes in bread prices too -- in relation to changes in costs of ingredients -- and we made public the facts showing which changes were and which were not justified. The majority of bakers cooperated with the Government and for nearly twelve months the price of bread has changed in close correspondence with changes in the price of bread ingredients and labor.

But, after all, the chief defense against profiteering is the consumer who demands to be shown why he should be charged more for some product. We want every consumer to be a price-questioner.

Now I promised I'd tell you exactly how food prices really have changed.

It's now three months since drought conditions started to foreshadow a rise in food prices. Here's what has actually happened to food prices

in those three months. From the last part of April, until the last day of July, food prices went up an average of three percent. That's an average for 51 cities throughout the country.

Of course, there was not a uniform rise all over the country. For instance, cities in the South Atlantic states showed an average drop of four percent. The greatest increase was in the western states -- three and seven-tenths percent; in other states the increase was just about the same as the average for the country.

All food prices did not change in the same way. Meats went up most -- a little over six and a half percent. Dairy products took a jump of two and six-tenths percent; cereals, three and five-tenths percent. But there was an average drop of two-tenths of one percent in the prices of all other foods reported by the Bureau of Labor Statistics.

We will have newer figures soon. The ones I've given only take us up to July 31. We have heard a good many rumors of more pronounced increases since the 31st of July, and no doubt they have lifted a little. But we may find our cold black and white figures will take some of the scare out of the reports.

One encouraging thing: Costs of preparing and marketing -- that is, the 'spread' between farm prices and city retail prices -- does not seem to have gone up any more than enough to cover the increased wages, materials, and processing taxes. In other words, farmers and workers have received most of the extra money consumers have paid.

Now let's take a typical family's supply of fourteen major foods for one month. In April this supply cost a family $17.85. At the end of July it cost them $18.26. Fifty-one cents more, in the three months. Processing and distribution took fourteen of that fifty-one cents. All the rest went to the farmer.

But farmers are still getting only a little over a third of the consumer's food dollar. From 1924 to 1929 they received almost half. We are trying to send a fair share of the consumer's dollar back to the farmers. We urge consumers to help with this problem by questioning any marked increase in retail price which is out of line with the advances in the price farmers get for the raw material in that food or increases in wages to the men and women who work in bringing that food to your table.

Now finally I want to remind you again of the things that you may do to solve your consumer problems in the next few months.

First, don't believe scare stories about sky rides in food prices. Most of these are wild rumors. They don't jibe with the facts now on record. Don't be stampeded and become vulnerable to possible profiteering.

Second, keep posted. We are going to help you. We will keep you informed by the press, by radio, and by the Consumers' Guide, as to your true position as consumers.

Third, make adjustments in your diet and in your budget to meet the changing situation as you learn it from official sources.

Fourth, question all price advances that seem unjustified in the light of official information as to supply, price to farmer, and so forth. Send these complaints in to the office of the Consumers' Counsel, Agricultural Adjustment Administration, Washington.

We are working from this end to defeat unwarranted price advances, and consumers can help by becoming informed, knowing purchasers and price-questioners.

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But, after all, the chief defense against profiteering is the consumer who demands to be shown why he should be charged more for some product. We want every consumer to be a price-questioner.

Now I promised I'd tell you exactly how food prices really have changed.

It's now three months since drought conditions started to foreshadow a rise in food prices. Here's what has actually happened to food prices

in those three months. From the last part of April, until the last day of July, food prices went up an average of three percent. That's an average for 51 cities throughout the country.

Of course, there was not a uniform rise all over the country. For instance, cities in the South Atlantic states showed an average drop of four percent. The greatest increase was in the western states -- three and seven-tenths percent; in other states the increase was just about the same as the average for the country.

All food prices did not change in the same way. Meats went up most -- a little over six and a half percent. Dairy products took a jump of two and six-tenths percent; cereals, three and five-tenths percent. But there was an average drop of two-tenths of one percent in the prices of all other foods reported by the Bureau of Labor Statistics.

We will have newer figures soon. The ones I've given only take us up to July 31. We have heard a good many rumors of more pronounced increases since the 31st of July, and no doubt they have lifted a little. But we may find our cold black and white figures will take some of the scare out of the reports.

One encouraging thing: Costs of preparing and marketing -- that is, the 'spread' between farm prices and city retail prices -- does not seem to have gone up any more than enough to cover the increased wages, materials, and processing taxes. In other words, farmers and workers have received most of the extra money consumers have paid.

Now let's take a typical family's supply of fourteen major foods for one month. In April this supply cost a family $17.85. At the end of July it cost them $18.26. Fifty-one cents more, in the three months. Processing and distribution took fourteen of that fifty-one cents. All the rest went to the farmer.

But farmers are still getting only a little over a third of the consumer's food dollar. From 1924 to 1929 they received almost half. We are trying to send a fair share of the consumer's dollar back to the farmers. We urge consumers to help with this problem by questioning any marked increase in retail price which is out of line with the advances in the price farmers get for the raw material in that food or increases in wages to the men and women who work in bringing that food to your table.

Now finally I want to remind you again of the things that you may do to solve your consumer problems in the next few months.

First, don't believe scare stories about sky rides in food prices. Most of these are wild rumors. They don't jibe with the facts now on record. Don't be stampeded and become vulnerable to possible profiteering.

Second, keep posted. We are going to help you. We will keep you informed by the press, by radio, and by the Consumers' Guide, as to your true position as consumers.

Third, make adjustments in your diet and in your budget to meet the changing situation as you learn it from official sources.

Fourth, question all price advances that seem unjustified in the light of official information as to supply, price to farmer, and so forth. Send these complaints in to the office of the Consumers' Counsel, Agricultural Adjustment Administration, Washington.

We are working from this end to defeat unwarranted price advances, and consumers can help by becoming informed, knowing purchasers and price-questioners.

######

THE END OF BLINDFOLD BUYING

A radio interview between Dr. Thomas C. Blaisdell, Assistant Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, broadcast on Friday, August 31, 1934, at 3:45 P.M., Eastern Standard Time, by the blue network of associated NBC stations.

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ANNOUNCER:

Now is the time for all good consumers to listen to inside information from their counsel in Washington. Dr. Tom Blaisdell, Acting Consumers' Counsel of the Agricultural Adjustment Administration, is giving us a big piece of news today.

Dr. Blaisdell says that today's broadcast is a jubilee broadcast, celebrating a mighty important milestone on the road to a new deal for consumers.

But I'll let Mrs. Josephine Junkin Doggett take the air with her questions by which she brings out information of vital use to the two million members of the General Federation of Women's Clubs, for whom she is Director of Research and Club Service... Okay, Mrs. Doggett.

MRS. DOGGETT:

What is this milestone, Dr. Blaisdell? Has one of your big campaigns gone over the top? I could name several of them I hope have been successful.

DR. BLAISDELL:

Which ones are you thinking of, Mrs. Doggett:

MRS. DOGGETT:

Well, the most vital thing we could want as consumers, in these days of stretching food allowances, is some better yardsticks of value to help us measure the worth of foods offered us. Is it something about better purchasing information....? Something about grades and standards....?

DR. BLAISDELL:

It most certainly is something about grades and standards....

MRS. DOGGETT:

Well, I saw something the other day that made me feel good. There was a half-page advertisement in the paper announcing that the Sanitary chain of stores here in Washington were going to sell only Government-graded certified eggs. I thought of your office when I read it, because I remembered that broadcast last spring when Dr. Howe told us we must keep after our grocers to get Government graded eggs.... Is that what the celebration's about?

(over)

DR. BLAISDELL:

That isn't what this celebration is about, but you're right..it is important. That advertisement you're talking about is hanging in a prominent spot on the wall at our office. It caused a private celebration of our staff members when it came out.

The reason that advertisement is important is this... It reflects a very significant trend in merchandising. It shows that merchants are beginning to realize that they can cash in on the consumer's desire to know what she's buying. Our jubilee today is on this same subject---only our newer news goes still farther. It's a red-letter-day for consumers. The Great Atlantic and Pacific Tea Company, the biggest unit of grocery distribution in the world... is now revising the labels on their own brands of the most important canned vegetables so that they will show consumers the quality grade, according to Government grade standards.

MRS. DOGGETT:

That's the best news I've heard for a long time. Why it means that we won't have to buy in the dark any more, doesn't it?

DR. BLAISDELL:

Well, it isn't the end yet, but it is probably the beginning of the end of blindfold buying.

MRS. DOGGETT:

The A & P is big enough to mean a noticeable part of the canned goods of the country all by itself, isn't it?

DR. BLAISDELL:

It is. Ten per cent of the total pack of canned goods will be affected by this one move of the A & P. They have more than 15,000 outlets, you know.

MRS. DOGGETT:

Then if they start the ball rolling, the others will follow suit, won't they?

DR. BLAISDELL:

The Kroger chain has already made the same move. The others may in the near future. Mr. Armin Riley, the Divisional Administrator responsible for the Canners' Code in NRA, is delighted with the cooperative attitude the grocery chain stores are showing nowadays. The U. S. Wholesale Grocers Association are giving us a lot of help too.

MRS. DOGGETT:

They won't even wait for a code to specify informative labeling?

DR. BLAISDELL:

I think not. Certainly the chain stores haven't. When the canners' code came up for hearing last spring, all of us who represented consumer interest officially --- and a good many who were just public spirited citizens -- put up a hot fight for standards and grades for consumers. Some of the canners themselves were on our side and pointed out how it could work out to their own profit.

But in spite of the united front on the consumers' side of the picture, the code went to the President without any real consumer provisions. The President signed the Code, but he added an executive order. That order called for a committee to report in ninety days with recommendations for standard labeling by grades.

The committee brought in its recommendations just recently, but they didn't go far enough.

Another meeting was called. But in the meantime, these foresighted merchants stepped in and led the way.

MRS. DOGGETT:

What canned vegetables will carry these new labels that indicate quality as well as weight of contents?

DR. BLAISDELL:

At first these four 'majority' vegetables for which the Secretary of Agriculture has already promulgated final grade standards: tomatoes, snap beans, two types of corn -- (cream style and whole kernel) and peas.

MRS. DOGGETT:

And how will the labels read?

DR. BLAISDELL:

I understand they'll add to their usual labels the statement -- Grade A, or Grade B, or Grade C....

MRS. DOGGETT:

Won't it be wonderful not to have to flip a coin to decide what can to buy!

DR. BLAISDELL:

But seriously, Mrs. Doggett, how do you select your canned goods? What do you 'go by' when you pick out one can rather than another?

MRS. DOGGETT:

Well, there's one thing I always do. That's to look at the 'net weight' on the label and make sure just how much I'm getting for my money. The shapes of containers are so deceptive that I've come to depend on that 'net weight' absolutely.

But beyond that I haven't found any system yet. I guess I just use the trial and error method, but it's mostly error. When I get tired of one brand, I try another.

DR. BLAISDELL:

I wonder why you 'get tired' of a brand. Do you think it could be because the quality went down?

MRS. DOGGETT:

It might be. I never thought of that.

DR. BLAISDELL:

Well, I think that's the story. You see, a Home Economics club of women here in Washington, decided to test the canned goods on the market for themselves, and find which kinds graded A and which kinds were the best value for the money, and so on. They tested several cans of each of the usual brands sold at all different types of stores, buying only one at a time. They used the Government methods of scoring. They discovered two rather startling things. One was, that the brand wasn't any dependable criterion of grade. Many brands were not always the same quality twice in succession. That may be the reason you 'got tired' of a brand.

MRS. DOGGETT:

Goodness. And even if brands were a guide to value, I'd still have a hard time finding the best brand. The shelves are full of cans and it would take a lifetime to try them all out.

DR. BLAISDELL:

Nobody ever said a truer word. Do you know, they say that in March 1928 there were three hundred different brands of pineapple on the market; one thousand brands of canned peaches; and one thousand brands of canned salmon. And for canned corn there were four thousand, five hundred brands.

MRS. DOGGETT:

That's almost unbelievable --, But isn't the price of a can some indication?

DR. BLAISDELL:

Price is even less help in deciding what grade canned goods are, according to results these women got. They figured the price per pound of contents, and out of the forty-seven cans of peas they opened, they found that the three highest in price turned out to be third quality -- that is Grade C. One that sold at a third-class price tested out as Grade A quality. And so on, right through the tests.

MRS. DOGGETT:

I wonder, Dr. Blaisdell, why it took the men in the food trades so long to realize it would be good business to give us grade labels?

DR. BLAISDELL:

Some of them did. But there were a good many objections. One was the investment the big advertisers have made in promoting their own brands---

MRS. DOGGETT:

Well, I can understand that, but still, if they have a real grade A product they would get the credit for it under standard labeling regulations.

DR. BLAISDELL:

But if they should pack a Grade C product they'd have to label it as Grade C.

MRS. DOGGETT:

And price it to match!

DR. BLAISDELL:

One other objection is often raised to the idea of grade standards on labels. I think you can help me answer it.

Mrs. Doggett, if you went into a shop and saw three cans of peas on the shelf, all the same size, all the same brand --- one marked Grade A, at 20 cents: one marked Grade B, at 15 cents, and one at 10 cents, marked Grade C --- which one would you buy?

MRS. DOGGETT:

Well, it would depend on what I was going to use it for. If I were going to make soup --- say, or stew --- or if I had limits to what I could spend for canned vegetables, I'd certainly buy Grade C.

DR. BLAISDELL:

I'm very glad to hear you say that. You've answered my question. You see, one of the main objections was this: Storekeepers said that if they sold Grade A, B, and C, no housewife would buy Grade C.

MRS. DOGGETT:

Well, of course there may be many women who don't know what the grades mean. But they will learn.

DR. BLAISDELL:

And anybody can subscribe -- without charge -- to the Consumers' Guide. It'll give all subscribers these important buying facts.

MRS. DOGGETT:

Yes, that should be a great way to help consumers make the most of

their new opportunity to buy canned goods by grade. I want to remind everybody that you can get the Consumers' Guide regularly, free, just by sending in your name and address to the Consumers' Counsel, Agricultural Adjustment Administration, Washington.... But, Dr. Blaisdell, perhaps you ought to go into detail right here and now, about what the differences are between the grades of canned goods. It's true, isn't it, that there's no difference in the food value?

DR. BLAISDELL:

None at all. In fact, the Grade C peas may have a slight edge on the Grade A, from the point of view of nutrition, because they are bigger and perhaps older. But there isn't much difference either way.

MRS. DOGGETT:

What exactly does make a Grade A can of peas --- Grade A?

DR. BLAISDELL:

Well, they're graded on these counts: Tenderness, 35 points, flavor, 25 points, clearness of liquor and absence of defects, each fifteen, and uniformity of size and color, ten. That totals up to one hundred, for a perfect can of peas. Grade A must score 90 points or over: Grade B, between 90 and 75; Grade C ranges down to sixty points. But you see none of these counts have anything to do with food value.

MRS. DOGGETT:

So if I can dress Grade C peas up to make them go down easily, I've nothing to apologize for----

DR. BLAISDELL:

Absolutely not. In fact, you have reason to be proud of your skill if you can get some other vital food element into the budget with the difference that you save on Grade C vegetables.

MRS. DOGGETT:

Dr. Blaisdell, I don't suppose dietetics is your field, and I don't like to pin you down to trivial details, but couldn't you sketch a few suggestions of the ways you can use these lower grade vegetables just as well as the higher grades?

DR. BLAISDELL:

I don't think that's trivial at all. I think it's vastly important. With everybody trying to shave off the corners of the food budget, I want to be just as emphatic as I can possibly be in urging that you do this paring as much as you can in places where you don't reduce the food value. I want

you all to find out where you can substitute low-cost food from big supplies for the scarce, high-cost foods, but I want you to be sure that you think of nutrition when you plan your diet. So I studied up for that question. I got a list from the Bureau of Home Economics, of dishes where Grade C vegetables could be used just as well as Grade A. Here they are.....

MRS. DOGGETT:

Oh, good.... I know everybody listening will want to make notes of this. So let's all get pencil and paper... All right, Dr. Blaisdell. Go ahead.

DR. BLAISDELL:

You can use Grade C canned peas in these dishes: Souffle.... soup.... croquettes.... vegetables loaf.

MRS. DOGGETT:

Those must be appetizing. It makes me hungry just to hear their names.

How about corn?

DR. BLAISDELL:

There's corn fritters, for one thing.... and corn pudding.... (and do I love it!).... And corn to stuff green peppers.... And corn soup (I suppose corn chowder comes under that).... And in dumplings.... Now I ask you, is that a tasty assortment?

MRS. DOGGETT:

I had forgotten you could do so much with canned corn. I suppose that applies to both styles --- cream style and whole-kernel?

DR. BLAISDELL:

Yes. And here's what you can do with Grade C canned tomatoes. You probably know this anyway. Use it for tomato sauces, and in soups and souffles. And then stewed tomatoes baked with toasted bread. Personally, I add some onion and green pepper and get a dish to set before a king. And then tomatoes with rice or macaroni, and meats....

MRS. DOGGETT:

Oh, yes, the things you can combine with tomatoes are endless. It's a good stunt for making a little meat go a long way. And counting in the health value of tomatoes, they're a great comfort to a troubled caterer.... Now what about Grade C canned string beans?

DR. BLAISDELL:

Or what they call 'snap' beans.... Well, in salad with other vegetables,

and creamed string beans on toast, and in vegetable loaf, and in the form of puree.... Well, you'd be surprised. Just try these on your own cookstove....

MRS. DOGGETT:

I hope everybody else has taken all these tips down, too. I think they'll start our imaginations working to invent dishes where we can use those Grade C vegetables to build a healthful food budget.

DR. BLAISDELL:

Well, I'm glad of your assurance that women will make use of Grade C, Mrs. Doggett, becuase, if you're right, it removes the last objection to using the Grades A, B, and C.

Personally, I believe in women's sense of values. I don't think false pride would stop a good home-maker from sensible buying if she had a chance to buy sensibly.

I'm not alone in thinking that either. A business magazine, called the "Canning Trade", has an editorial in this month's issue, saying the same thing in favor of standards.

"Don't fool yourself," this article says. "These little housewives are not dumb. They are used to buying 'seconds', and they know how to grade, if given any kind of a marker to go by."

MRS. DOGGETT:

Well, they're right.

Dr. Blaisdell, before we stop this talk about canned goods, I want to ask you a question that's been troubling me all week.

Certain grocery advertisements I've seen lately have urged that we stock up on canned vegetables against a coming shortage.

Now, is that a legitimate suggestion?

DR. BLAISDELL:

I don't think so. From our reports in the Department of Agriculture there is no shortage of canned vegetables. The figures for this year's 'pack' are sixteen percent over last year's. So I don't see what justification they have for scaring people about shortage. Do the advertisements you've seen offer a quantity price for this quantity buying?

MRS. DOGGETT:

I couldn't see any special bargain about it.

DR. BLAISDELL:

In that case I'd register a definite kick with the grocer. Consumers should demand quantity prices when buying in quantity. Remember that if you buy in the quantities the grocer does, you are entitled to go right around to the wholesalers' and buy at the prices he does. Then you would notice a saving.

MRS. DOGGETT:

Thank you, Dr. Blaisdell.... Now, I'm going to remind you of the promise Dr. Howe made us last week. He said he'd give us the late figures on food prices.....

DR. BLAISDELL:

Oh, yes, I've got 'em all here.

You remember what he told you last week. How the actual figures didn't bear out the wild rumors of rising prices that have been circulating around ever since the drought threatened them over three months ago. He told you that prices in fifty-one cities across the country had risen only an average of three per cent from the last part of April up until the end of July.

Since then, this is what has happened.

According to the Bureau of Labor Statistics, the average for food prices has taken a bigger jump between July 31 and August 14 than for any two weeks period in the last year. But that increase is only one and two tenths per cent, after all, and that is not as bad as the rumors we heard. Of course, some cities have gone up more than that, and some have gone down. But that's the average.

MRS. DOGGETT:

Thank you, Dr. Blaisdell. It's a marvelous feeling to know your office is working for us here in Washington. We know where we stand as consumers, and we know that's a better position than it would be if you were not on the job.

ANNOUNCER:

And thank you, Mrs. Doggett.... You have just been listening to Mrs. Josephine Junkin Doggett, Director of Research and Club Service of the General Federation of Women's Clubs, asking the questions that brought out inside information from Dr. Tom Blaisdell, Acting Consumers' Counsel of the Agricultural Adjustment Administration.

(Insert attached supplementary speech if necessary)

This is the National Broadcasting Company.

UNCLE SAM MOBILIZES FOR DROUGHT RELIEF

A radio interview between Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, and Mrs. Clarence Frain, Chairman of the Division of Industry, General Federation of Women's Clubs, broadcast on Friday, September 7, by the blue network of NBC.

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ANNOUNCER:

We're going to hear today from Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, about one of the biggest and quickest concerted actions ever undertaken by our Government..... how Uncle Sam has mobilized for drought relief. Mrs. Clarence Frain, Chairman of the Division of Industry of the General Federation of Women's Clubs will question Dr. Howe.

I present to consumers again today, their counsel in Washington,..... Dr. Howe!

DR. HOWE:

I'm not going to waste any time breaking the ice with jovial remarks, Mrs. Frain. This subject is too vital.

MRS. FRAIN.

I'm sorry, Dr. Howe, but I don't understand the title Dr. Coyle announced for our interview. I thought you were going to tell us some more about our problem as consumers in the drought.

DR. HOWE:

I am, but I feel that the best way to get perspective on our own picture is to get over on the farmer's side and look at it from there.... Just give this the once-over, Mrs. Frain.

MRS. FRAIN: (pause, rustle paper)

A map..... Oh, I see, a map of the drought area.

DR. HOWE:

If you'll examine it you'll see why we've got to get over to the farmer's side in order to see our own position as consumers clearly.

MRS. FRAIN:

Goodness..... this great solid mass of black.... is that country all ruined?

[illegible]

[illegible]

[illegible]

DR. HOWE:

Yes, for this year. That's what they call the 'emergency' area. Nearly half the counties in the United States are covered by that black. You can imagine what that means in human terms.

MRS. FRAIM:

I suppose that's a good thing to remember when we feel like complaining about high food prices.....

DR. HOWE:

Indeed it is. We as consumers are going to have to bear our share of the burden of the drought..... we're not escaping that. But we do escape our share of some of the farmer's troubles. Take surpluses, for instance. When the weather is good and food supplies are big and prices are low, the consumer has a picnic. But the farmer doesn't. He pays at both ends.

MRS. FRAIM:

We consumers will still be having it easy, compared with the farmer who has lost almost his whole income because of the drought. What part of the average family's living expense goes for food?

DR. HOWE:

Why, about a third.

MRS. FRAIM:

So consumers will feel the effect of the drought on a third of their living expenses, while the farmers who have had their crops destroyed will lose almost their entire income. By the way, won't those Government payments for crop adjustment help a lot of the farmers in the drought sections tide their families over the winter?

DR. HOWE:

Indeed they will. About 500 million dollars are to be distributed to the farmers cooperating in the 1934, and 1935 adjustment programs. That will go a long way toward making up the drought cut in farmers' incomes. The adjustment programs are proving to be the biggest crop insurance operation ever undertaken anywhere at any time.

But even with the help of this new type of crop insurance, it isn't going to be any cinch for the families in the drought region to get through the winter.

MRS. FRAIM:

And what about the farm families who didn't get benefit payments?

DR. HOWE:

Well, finding a silver lining for all people hit by the drought is the job the Government is tackling right now. Straight business good sense calls for that.

MRS. FRAIM:

Oh, I agree. I've been comforted by the stories I've read of the different things that are being done for all the people this drought has hurt. But I must admit I can't keep them straight.

DR. HOWE:

You're not the only one who's having that difficulty, Mrs. Fraim. It's hard enough for the people right in the midst of it, maybe harder. Just when we begin to get our New Deal alphabetical agencies straight in our head, then along comes the drought and they all get tangled up in it. As a matter of fact, I think that's one of the most marvellous parts of the program. It has shown that a bunch of organizations built for entirely separate purposes can mobilize into a flexible, speedy group united on one emergency job.

MRS. FRAIM:

Dr. Howe. I don't think many of us have had a chance to see these different activities all drawn into one picture. Couldn't you do it for us?

DR. HOWE:

Well, let's start at the beginning, with the President's message to Congress last June. You remember he asked for an immediate appropriation of five hundred and twenty-five million dollars to be used for human relief and for salvaging livestock and turning it into food for the destitute; for loans to farmers to finance feed purchases and to buy seed, and to develop safeguards against future devastations like this one....

MRS. FRAIM:

Stop..... I'm getting mixed up already.

MR. FIELDS:

Do that among the Ham Bonilla who didn't get treated personally

DR. [illegible]:

Well, Fields - Bishop - taking the all people all to the dressers so the pay the government is handling right now. Straight business just where calls for that.

MRS. WHITE:

Oh, I agree. I've been convinced by the statement I've read of the difference right that are being done for all the people this changed the bill. But I must admit I didn't keep them straight.

MR. BRYAN:

Before but the only one who's voting that (illegible), Mrs. Fields. This land according for the people right in the hands of the people herself. That when we begin to get into the Deal administration attempts to map land, then a lot of them thought that they [illegible] be [illegible] in. In a matter of fact, I think that's one of the best Bonneville parts of the program. It has caused this a lot of opposition built for actually giving [illegible] the public land - Fields, another place where [illegible] the economic.

MRS. FIELDS:

Mr. Bryan, I don't think most of us have had a chance to see these different activities all down into our pictures. Couldn't you do it for us?

MR. BRYAN:

Well, let's start at the beginning, with the President's message to Congress last June. He recommended to Congress appropriation of five hundred and twenty-five million dollars to be used for human relief and for productive literature and thought it just good for the Americans to insure to finance the land procedure and to log road, and to provide adequate systems future development like this one....

MR. WHITE:

Stop..... I'm getting mixed up already.

DR. HOWE:

Well, I'll pick up each one of those items later and show you how it works in detail. These are just the main outlines.

All sorts of Government agencies are putting those dollars to work in all sorts of ways.

First, there's direct aid to farmers and their families from the Federal Relief Administration. A million families are on relief in the eighteen states that got the worst punishment. Three quarters of those families live on farms or in small cities and towns.

MRS. FRAIM:

Is that 'relief' all in weekly money just handed out to the families to live on?

DR. HOWE:

No, some of it is work relief. Four hundred thousand people have rural jobs.

MRS. FRAIM:

What sort of jobs? (You see, I want to get just as graphic a picture as I can.)

DR. HOWE:

Well, some of them are developing water resources: drilling wells, building dams and reservoirs, and even hauling water.

Then some are working to fix up the land that's been hurt by soil erosion..... such jobs as terracing farm land. And building roads... Some farmers have got jobs harvesting crops of roughage which might not otherwise be saved, so that we can salvage every bit of possible feed for livestock.

And of course there a good many people on direct relief.... three hundred and fifty thousand of them.

MRS. FRAIM:

And those are the people who will get the meat that the Government bought up to help the farmers.....

DR. HOWE:

You're getting ahead of the story.....

M. Lucas.

Well, I'll pick up some one of those lines later and show you how it works in detail. Those are just the main sections.

All sorts of interesting arrangements are getting there relative to each in all sorts of ways.

First, observe Grover will be thinking out their building from the Valmont point of departure. Building functions are in relation to the elements right from the very initial beginnings. Those quarters of those buildings have to form or to build which not lower.

Mrs. Grover:

Is that textures? All is exactly where I have known and in the building in the sun

M. Grover:

Oh, some of it is very solid. Some textures because have great form.

Mrs. Grover:

Some part of it? Just now, I want to get just as regards a question as to [illegible]

M. Grover:

Well, some of them are developing water textures. Building solid, building more and textures, but also building wooden.

Then come the walls, in fact by the time, clearly have work by well [illegible] with this or [illegible] from [illegible]. And building roads... Some farmers kind of the horizontal where of textures often along old structures (a wood) as that or the glazing where not of textures that the literature.

Is it coming. There's good deal should be thought which... then [illegible] the [illegible] of [illegible].

Mrs. Grover:

And those are the roads we will get the [illegible] that the horizontal height up to help the [illegible]...

M. Grover:

Yes.

Mrs. Grover:

Which getting round of the city....

MRS. FRAIM:

Forgive me, Dr. Howe, but ever since I first heard of that 'two-way' relief, it's caught my imagination. It seems so simple and sensible, this business of buying cattle that the farmers couldn't feed, and using those cattle to provide food for the people who couldn't buy it...

DR. HOWE:

Yes, that's a perfect sample of the way the Government machinery already going was adapted to meet this emergency. Before the drought, the FERC was using surplus farm products to feed the people on relief. The plan was just expanded when the drought came along. The Agricultural Adjustment Administration will buy seven million cattle and four million sheep and turn them over to the Federal Surplus Relief Corporation. The FERC will can the meat for relief food.

MRS. FRAIM:

Who does the actual work..... private companies?

DR. HOWE:

Sometimes, and sometimes it's done by unemployed in plants leased by state relief administrations. (Using unemployed helpsreally makes it three-way relief.)

The Bureau of Animal Industry of the Department of Agriculture inspects every animal so no unfit ones will be used for food.

By the way, I should tell you that not all cattle are being slaughtered now. Some of them are shipped to good grazing lands in other states for fattening and 'live storage'.

MRS. FRAIM:

Oh, yes, I think I've seen some of those ~~herds in~~ cattle on Bureau.....

They're branded with 'E R A', aren't they?

Q. Tailor

Sorry we, Dr. Jones, but we've taken I think about 30 such "Ivy-Day" relief, life's supply of tranquillizers. It seems to simply not possible this business of telling people that the Lunacy Council's Fund, not unlike Queen Victoria is operable from 1st to 1st Jungle are workman's day off.

Q. Jones

The, Sirrite a particular people of the the Lunacy Council Ivy-Day going not adapted to meet this emergency. Before Dr. Douglas, the Chief Medical Officer, arrived from Wrekedge to tell the people on relief. The plan was that medical staff a dressed from which. The Ministerial Subcommittee administration with the Mayor Alderman Austin and Ivy Alderman Sheer had been sent to the Medical Institute Medical Superintendent. The Mayor will see the relief fund.

Mr. Tailor

Who keep the medical staff.... Parents commercial?

Dr. Jones

Unfortunately, the Wrekedge life's used by commissioner to Clover Leaved to Medical Administrations. Using emergency Ambulance Medical Officer to Medical relief.!

The Chairman of Lunacy Commission is the Commissioner of Administration Commission Mayor Alderman Austin to meet the Lunacy.

Q. Mr. Tailor. I think that you have not all Mayor Austin Sheer discussed Lunacy Council Ivy-Day relief Medical Superintendent Medical Officer Administration Commissioner Medical Institute Commission.

Dr. Jones

Mr. Jones, I think Sir, Mayor Austin Alderman Sheer.....

MR. HOWE:

Yes, and some of them go to farm families who need a cow for milk so that they'll be self-sustaining families.

But of course it won't do to strip a farm of all its livestock. That's pronouncing a death sentence on the farm as a going business. So some animals are left as a foundation for rebuilding herds and flocks. Then the farmer, if he has collateral, is lent money by the Farm Credit Administration to buy feed for these foundation animals, as well as for seed and summer following. If he hasn't collateral, his purchase of feed for foundation stock is financed through the relief.

MRS. FRAIM:

Where does the money come from, for all these things?

MR. HOWE:

Well, there was that original five hundred and twenty-five million dollar fund just for drought relief, appropriated by Congress. Then there was a hundred and fifty million dollars provided in the Jones-Connally Act which authorized what you might call a 'crop adjustment' program for beef.

MRS. FRAIM:

Doesn't this 'two or three-way relief' apply to other foods besides meat?

MR. HOWE:

You bet it does. Ten thousand tons of surplus cling peaches which would have rotted are being canned. The F S R C is buying fifty million pounds of rice, too. All this will go to relief families.

Food's not the only thing, either.

You've probably read about the mattresses that are going to make the unemployed people's beds a little easier to lie in, this winter.

MRS. FRAIM:

No, I hadn't. I'm for anything that does that, though.

Mr. Wade:

Well, we can at once go on the Home Portfolio and read a few lines on the Cyprus as antiquarian's textbook.

Now it seems it was? Or is only a form of the literature. Only's pronounced a dull condition on the Pope on a rainy Sunday. Or some animals are left as a foundation for rebuilding herds and flocks. Then the Tower, if in the collection, is been sunny by the (you know) relationship in my find for these description reminds, we will go for good old reader Pilgrim. If in land's collection, his members it find for possible that is laboured through the relic.

Dr. Pilgrim:

Does stop the money from Tyre, for all that's large?

Mr. Wade:

Well, there was the religious tree tendered and thirty-two million dollar land just for enough relic, equipment in concern. That hurt the a Sunday and tiny ability follow pressure in the immediately as this accident when you might call a 'long relative' engine for land.

Mr. Pilgrim:

[illegible]

Mr. Wade:

The key is down. The remained tree of [illegible] [illegible] have rental and lasting manual. The P.C of I is legal lily million people of time, too. All this will be so relief Pavilion.

Land's are the only thing, sirens.

Twice probably-and about the [illegible] [illegible] to make the employed people's back a little water to life to, this street.

Mr. Pilgrim:

Why I have?. The for expring that was here, though.

DR. HOLL:

Then picture two hundred and fifty thousand bales of cotton. All this is to be bought and made into mattresses by sixty thousand women in F E R A sewing centers. They've already started on that and it's proved to be a grand success.

MRS. FRAIN:

Splendid....

I think one of the most satisfactory things about the way the Government is handling this, is that so much waste is being prevented...... everything is being used where it will do the most good.

DR. HOLL:

And there's another necessary idea back of all this, too. That's to regularize the price of farm products. A rush of cattle to market would have brought a choking surplus at first and then a shortage. If we can control that flow, we can not only provide food for hungry families but keep prices to consumers from going higher than they should.

MRS. FRAIN:

I see.....

Oh, there's one bit of alphabet you didn't mention..... Isn't ~~Isn't the Civilian Conservation Corps helping in drought relief, too~~ the C C C helping in drought relief, too?

DR. HOLL:

If you mean the Civilian Conservation Corps, it is. Young city and town men in drought areas get employment in camps making lumber for modernizing farm buildings... and doing it at half the usual cost, too.

But there's another C C C .... the Commodity Credit Corporation.

MRS. FRAIN:

That's a new one on me.

DR. HOME:

It's young yet. Department of Agriculture officers direct it and its job is to promote orderly marketing of immediate surplus farm commodities.

Then there's another regular bureau of the Department of Agriculture, the Extension Service, which is --- like lots of others --- turning its regular year-in and year-out work to the uses of the emergency. County agents always are the advisers of farmers, giving them the latest results of scientific research, helping them with their problems of producing and selling. Now-days those problems are nearly all emergency problems.

The Bureau of Plant Industry steps in to advise on the best seed for different areas, so that the twenty five million dollars, which have been set aside for seed to be held against next year, will ~~be~~ buy the right seed.

MRS. FRAIN:

I didn't even know all those bureaus were in the department of Agriculture!

DR. HOME:

Lady, you ain't heard nothing yet.... There's the Bureau of Chemistry and Soils, checking soil conditions. And the Weather Bureau reporting and forecasting weather conditions. And the Bureau of Agricultural Engineering heads a long-time program of erosion control, and also advises on quick methods of digging wells for relief of thirsty livestock.

~~XXXXXXXXXX~~ And have you read how the Bureau of Home Economics advises consumers and relief agencies on how to balance diets, how to substitute low-cost plentiful foods for expensive, scarce ones, and so on.....

MRS. FRAIN:

I most certainly have. Remember, I read the Consumers' Guide. By the way, I think you ought to mention the Consumers' Guide when you're listing all this first aid to the drought-stricken. It's the best help I see for the next few months when so many people will have to use every food dollar with a weather eye on economy and food values.

DR. HOME:

Well anybody can have it regularly by writing in to our office,----

Consumers' Counsel, Agricultural Adjustment Administration, Washington.

Let's see, then there's the Bureau of Agricultural Economics. That's where

we get most of the facts for the Dailies about farm price changes, supplies and

movements of food, drought conditions.

But I haven't told you about the newest alphabetical agency--- the

N L F C,--- The National Livestock Feed Committee. It's job is to develop the

best possible ways of conserving and distributing livestock feed and adjusting

numbers of animals to the available feed supply in the drought area. Our

A A A Administrator is on that Committee.

MRS. FRAIM:

The Triple A's seem to have a finger in every pie.

DR. HOME:

That's natural. This business of farm relief is right up their alley.

The problem of farm relief has changed with this freak of weather we've run

into, but it's a flexible program that can be adjusted to meet any farming

emergency. In this case it's helped greatly by enabling farmers to put a big

share of the thirty-six million acres taken out of production of export crops----

into forage crops that will help fill in the shortage of feed for animals.

MRS. FRAIM: (thoughtfully)

My mind keeps getting back on that weather problem...I am beginning to

get an idea.... We'll never be able to take our food supply for granted again

even in good weather. I believe we'll begin to see we've got a responsibility

to the farmer who has to provide us with food in good-weather-surpluses and

bad-weather-shortages.

DR. HOME:

I'm glad to hear you say that, Mrs. Fraim. It's just the idea I wanted

to bring out by getting over to the farmer's side of this drought picture.

(Insert if necessary)

This program has come to you through the cooperation of the General

MRS. FRAIN:

I don't want to stop you in this vital talk, Dr. Howe, but our time is slipping away and the Federation asked me to be sure to remind you of that promise you made two weeks ago, to give us the latest figures on food prices. All our listeners are depending on you to keep us posted on where they stand in the drought food situation.

DR. HOWE: (rustle paper)

Oh, yes, I've got 'em all here.

You remember what I told you. How the actual figures didn't bear out the wild rumors we've been hearing about rising prices, ever since the drought came to public notice, over three months ago. I told you that prices in fifty-one cities across the country had risen only an average of three per cent from the last part of April up until the end of July.

This is what happened from the end of July to the middle of August:

According to the Bureau of Labor Statistics, the average for food prices took a bigger jump between July 31 and August 14 than for any two weeks period in the last year. But, after all, that increase is only one and two-tenths per cent, and that is not as bad as the rumors we heard. Next week I'll have figures for the end of August.

MRS. FRAIN:

Thank you, Dr. Howe. It's been a great thrill to me to have this chance to take a hand -- or maybe I should say, a voice --- in getting today's message across.

ANNOUNCER:

And thank you, Mrs. Frain.....

You have just been listening to Mrs. Clarence Frain, Chairman of the Division of Industry of the General Federation of Women's Clubs, interviewing Dr. Fred C. Howe, Consumers' Counsel of the Agricultural Adjustment Administration, in a summary of the work the Government is doing to relieve drought distress.

(Insert if necessary)

This program has come to you through the cooperation of the General Federation of Women's Clubs and the National Broadcasting Company.

MRS. FULLER:

I don't mind, Mr. Kirby, you in this final trial, is, then, not the time. It slightly worry me. Mr. Fullerton called on me to write to remind you of that promise you made two weeks ago, to give us a brief figure on that account. All my lieutenants are hopeless on, and do nothing on, making on which that account. So this deadlock just vitalizes.

MR. KIRBY: (Quite gently)

Oh, Jim, it's not for all-in-one.

The president said I could you. But the actual figures didn't have the slid values we've been leaving about -taking -views, and about the general even in public opinion, ever those months ago. I told you that values in City-one-plains cannot be monetary and wrong only in events of taxes yet want from the last year of Lloyd's to until the end of July.

This is what happened then: the 3rd of July in the office of Lloyds Immediately to the Bureau of Labor Statistics, the manager for food-prices had a visitor, Jack Stevens, Tuly 23-and looked to them for the new wholesale in the last week. Jrly after all, that increase is only one and two-thirds by such, and that is not be had on the market be a year. [Pit turns figure the file and of August.

MRS. FULLER:

Every-day-to-day. It's been a great "Tuesday" -- or -- and -- to take a good -- or maybe I should say, a little -- in getting Lloyd's -- where.

MR. KIRBY:

Yes, Jim.

MRS. FULLER:

And that's why, Mr. Kirby.....

The Bureau just been investing in five Stevens family, Lazarus or the Institute of Technology or the General Federation of Lloyd's City, interviewed the chief in Jim, Department Lloyd of the Statistical Department Administration. In a meeting of two only the Department is asked to achieve complete figures.

(Pause if necessary)

This pressure has come to you through the cooperation of the General Federation of Lloyd's Clubs and the National Housekeeping Bureau.

WHY CONSUMERS PAY MORE FOR PORK

A radio talk by Dr. Fred C. Howe, broadcast Wednesday, October 17, 1934, in the Department of Agriculture period, National Farm and Home Hour, by NBC and a network of 50 associate radio stations.

-ooOoo--

I don't need to tell the consumers in this audience that they are paying more for pork than they did last year, or even than they did a few months ago. My aim in speaking today is to point out to consumers some of the reasons why a pound of pork chops should cost 28 cents now, as compared with 24 cents in June.

Consumers want to know: What's behind this increase? Who's getting it, Is it fair?

I shall try to indicate some answers to those questions.

First, let me say that the history of the hog producing business since the War gives a cue to the reasons for today's increase in prices of pork. At the close of the war we were selling pork to the world. Our farmers pushed production and the people of Europe who had been on short rations of fats took more pork -- for awhile. To be precise, for as long as we would lend them the money to buy. But when we stopped lending, they started raising more hogs and substituting other fats for lard.

That forced more and more of our farmers' pork production on the home market. Our farmers kept up their production, for interest and tax payments were pushing them. If the price per pound went down, they simply raised more pounds in order to meet their fixed operating costs.

The price was bound to go down when they forced more and more pork on the home market. It is a well-established fact that year after year the people of the United States spend just about the same proportion of their income for pork. So if more pork is offered them, and income does not raise, consumers pay less for each pound. If more pork is offered and income falls, consumers pay still less per pound.

The farmers did offer more pork; they kept up production under the pressure of fixed charges, even though the foreign market was shrinking. Not only did the farmers offer more pork, the consumers had less money to pay for it. Therefore they could pay very much less per pound.

By January, 1933, the farmer was getting $2.68 per hundredweight for his hogs, In 1926, hogs were selling at the farm at $10.90 per hundred weight.

Obviously, hog growers were keeping their books with red ink. They couldn't buy the products of the factories. Unemployment grew, and the vicious spiral wound lower and lower.

It was clear that the buying power of the farmers could not be restored unless they were enabled to organize and deal with the problem of matching supply and demand. Of course, they also must have help in

(over)

the way of reducing the burden of fixed charges-- interest payments and taxes and so on. Relief in that direction is another story, I simply note that it is being accomplished through the monetary policy, the farm credit program, and State efforts at tax reform.

But returning to this matter of adjusting hog supplies -- it was not a partisan issue in the blackest years of the depression. Both major political parties recognized in their 1932 platforms the necessity of doing this for the export crops. The Agricultural Adjustment Act set up machinery for hog farmers and other farmers to use in bringing about adjustment as a necessary factor in national recovery.

The hog farmers' use of this machinery is one reason for the reduction of surplus hog supplies that has contributed to the rise of pork prices. But weather conditions have played an even larger part in adjusting supplies.

Chronologically the story runs like this:

In 1933 bad growing weather caused a short corn crop. That led farmers to plan reductions in the following pig crops. But those reductions would not come in time to ease the burden placed on hog prices by the record supplies of hogs already on hand. Prospects were for terribly low prices if all the hogs were fed out to market weights. Using the powers of the Adjustment Act, at the request of hog growers, the Government stepped in and bought pigs and sows in the fall of 1933. The edible portions of the carcasses went to families on relief. Further purchases for relief were made during the winter, also.

In the meantime, over a million farmers had entered into contracts with the Government to cut the number of hogs they raised by 25 percent, and the acreage of corn planted by 20 percent. This was another application of the powers granted by the Adjustment Act. It of course reduced the size of the pig crop last spring and this fall.

And the great drought of 1934 drastically reduced the amount of feed available for farm animals. The drought made it necessary for farmers in many sections to sell off their hogs at light weights, because feed was gone. It will probably cut down the weight of the smaller number of hogs going to market in the coming months.

So there you have the complete history of the reduction in the amount of pork that is being and will be offered to consumers. While the supplies of pork were being reduced, the incomes of consumers came up somewhat, so there was more money to spend for pork. Less pork was offered to consumers, so naturally they paid higher prices for each pound.

Smaller supplies and more dollars to pay for them account for the higher price of pork per pound.

Who gets the greater amount of money consumers pay for each pound of pork? Well, it seems that the farmer gets the benefit of the price increase. A year ago, in September, 1933, 57 cents out of each consumer

dollar spent for the products from 100 pounds of live hog went to farmers. Now the share taken by processors and distributors is only 39 cents. Evidently the farmer's share has increased.

The farmer is getting, then, a major part of the increased amount paid for each pound of pork. Is that fair? It seems so to me. It is in line with the declared national policy to help end the economic emergency by raising the buying power of farmers. It fits the dismal facts of our present economic order.

Of course, some fine it difficult to understand why hog raisers should reduce production when millions want pork. On the other hand farmers find it difficult to understand why factories should close down or produce at less than full capacity when the farmer wants factory products.

No one has suggested that factory workers continue to labor without pay. No one has suggested that factory owners continue to run their plants without return on the investment.

So long as goods must be sold at a price; so long as their supply depends on the money -- and not the need or want -- people feel for them, farmers, like other business men, are forced to adjust their production to the market, so they may get fair return for their labor and investment.

In higher prices for pork, consumers are paying farmers fairly for their investment and labor. In turn, farmers should be able to pay their part of the city workers' return to fair income. That is the process of recovery.